

UNIVERSITY OF SWAZILAND
 FACULTY OF COMMERCE
 DEPARTMENT OF BUSINESS ADMINISTRATION
 MAIN EXAMINATION
 NOVEMBER 2013

TITLE OF PAPER : BUSINESS ENVIRONMENT

DEGREE : B.COMM

COURSE CODE : BA 111

TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS : 1. THIS PAPER CONSISTS OF SECTIONS (A) AND (B)
 2. THE CASE STUDY ON SECTION (A) IS COMPULSORY. TOTAL MARKS POSSIBLE: 40 MARKS
 3. ANSWER ANY THREE QUESTIONS FROM SECTION (B): TOTAL MARKS POSSIBLE: 60 MARKS

NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH AND FOR ORDERLY PRESENTATION OF WORK

DO NOT OPEN THIS PAPER UNTIL THE INVIGILATOR HAS GRANTED PERMISSION

SECTION A

Questions

Pharma Dynamics established by Paul Anley is a very strong business in the field of generic medicines for chronic cardio vascular illnesses especially hypertension. Anley says, "We benefited hugely by entering a very young market industry with an experienced management team and sales force." He says it was a definite contributing factor to the company being profitable from day one. Based on research by IMS, the world's leading provider of business intelligence and strategic consultancy services for the pharmaceutical and health care industries, Pharma Dynamics has been South Africa's fastest growing pharmaceutical company since its inception in 2001, growing more than 50% in 2005. Anley is confident that it will achieve a turnover of R270 million by 2014.

The company with its head office in CapeTown and Regional offices in Sandton north of Johannesburg, employs 53 people, 33 being sales staff who sell to 2,500 retail pharmacies, private practitioners and specialist physicians, especially in the cardio vascular field, throughout South Africa. Anley says, "One of our strengths is the fact that we focus on 17 products instead of hundreds, which means that the reps can spend quality time with doctors. It's also important to be the first to market a new product, and this we achieve by obtaining the RSA marketing rights for every pharmaceutical product expiring over the next three years.

"In the early days, it was difficult for us as a small company to be the first to market generics because you are constantly coming up against huge multinationals", says Anley, who had to mortgage his house to get seed capital. Apart from its strength in the field of cardiovascular generics, Pharma Dynamics is also looking to focus on the growth of bio-generics. Because a very large portion of the population of Southern Africa suffers from diabetes, it has formed a joint venture with Wockhardt, a leading biopharmaceutical company in India. It has submitted its products to the necessary regulatory procedures, and although obtaining the necessary permits continues to be a struggle, the first generic insulin products will hopefully be brought to RSA in the next couple of years.

Questions

- a. Define and explain the purpose of a SWOC analysis, and conduct a SWOC analysis on Pharma Dynamics. **(20 marks)**
- b. Discuss the external environment factors that may impact on Pharma Dynamics. **(20 marks)**

SECTION B

Question 1

Explain the indicators and impact of drug abuse amongst employees in the workplace and the key challenges of workplace testing. **(20 marks)**

Question 2

Discuss the key rights of consumers and identify the provisions that address these key rights. Give reasons for your responses **(20 marks)**

Question 3

The world is said to have become a global village. Business performance is greatly affected and influenced by events that occur in the international arena. Discuss, using examples, the factors in the international arena, that affect businesses in Swaziland. **(20 marks)**

Question 4

Define ethics in the context of organizations and discuss the various views of ethics. What are the causes of unethical behavior in an organization? **(20 marks)**